

Stout / ALUMNUS

UNIVERSITY OF WISCONSIN - STOUT - MENOMONIE, WISCONSIN 54751

FALL

1974

Consumer



Power

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More New Students Expected This Fall

Although enrollment continues to decline at many of the nation's colleges and universities, Stout's student population is remaining stable and perhaps increasing. A variety of factors are contributing to this, including the University's special mission and the efforts of the many alumni who are spreading the word about Stout to potential students.

As of this printing, Stout is showing an increase of more than 30 percent for new students this fall. A report dated June 14 shows that the number of new freshmen accepted here increased more than 30 percent for new students this fall. The report says the number of new freshmen accepted here increased by 444 over last year. In total, Stout has 518 more new students this year than last year. This represents the greatest increase of new students in the history of the institution. The number of accepted new freshmen this year is 1,661, compared with 1,217 in 1973, and 1,121 in 1972. Total new students accepted for fall is 2,170, compared with 1,652 in 1973, and 1,546 in 1972.

The exact effect this will have on final enrollment figures this fall is not known. However, it does indicate a continuing interest in Stout's special mission, which provides preparation of students for specific careers. Having a job after graduation from college is now becoming a prime concern among students and, thus, Stout's ties to career preparation is making its form of education highly desirable.

"What we're thinking is that an emphasis on career education is a major factor in bringing students to a school such as Stout," Chancellor Robert S. Swanson said. He explained that there is a value to having skills that enable individuals to be immediately effective on a job, and at the same time having the broadening effect of a college

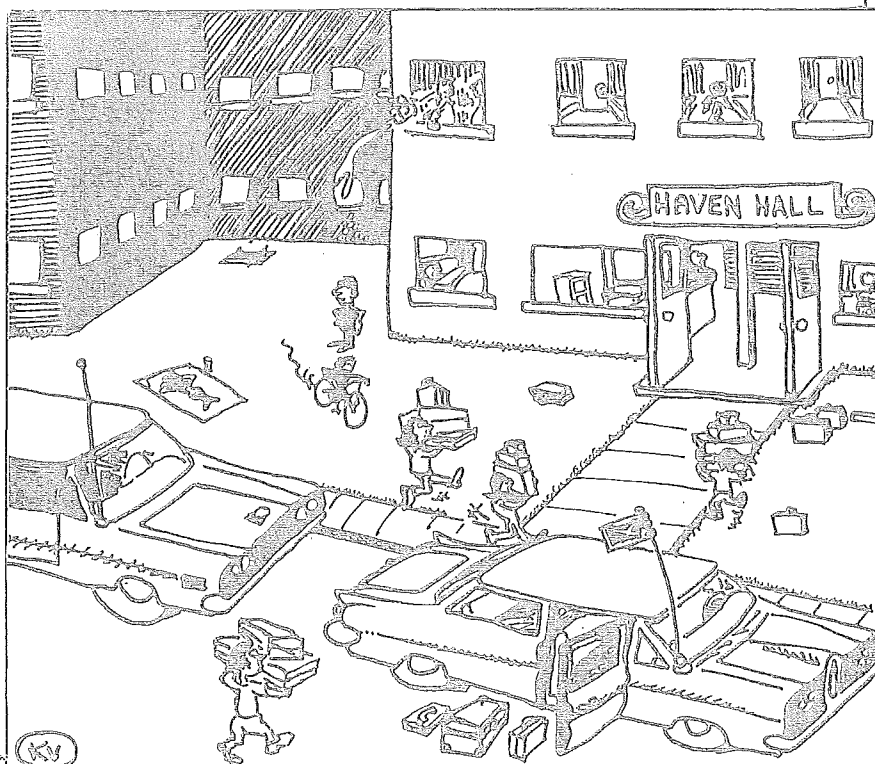
degree which enables them to advance within an occupation or a profession. "In addition to being career-oriented, the careers we are preparing people for are in high demand," Swanson said. "It's one thing to be career-oriented, and another thing to be career-oriented where there are opportunities."

Stout was founded more than 80 years ago as a private institution designed to prepare men and women for the world of work. Throughout the years, it has maintained this position as a primary goal. Swanson reaffirmed that stand in his inaugural address April 30, 1973. He said the following: "Let us admit—yes, even advertise—that Stout's major emphasis is, and will continue to be, career preparation. Stout will continue to be pragmatic in its approach. Let it be known, that we do concern ourselves with the preparation of people to earn a living upon graduation. And let us further admit, with pride, that we do this because we specialize in fields that have need for our graduates, and because we do

prepare people well to do their jobs."

This approach to career preparation has created a consistently high placement record for Stout. According to Robert Dahlke, director of Career Planning and Placement Services here, more than 95 percent of our graduates are placed in their chosen professions within six months after graduation. Dahlke stresses that he is referring to employment in fields for which they have been prepared, rather than simply total placement figures which are sometimes used by other universities. Dahlke said the market for our graduates continues to be excellent and that he is optimistic about the placement of this larger freshman class after graduation.

For example, campus recruiting from industry at Stout doubled this year. Teacher recruitment was the same as last year, which was up 20 percent from the previous year. Dahlke pointed out that this is contrary to a national trend, where there is still a diminishing overall need for college graduates.



Adeline Shell: Words for the Consumer

Stout's consumer consultant and guest lecturer shows shoppers the art of saving money in the market place



Adeline Garner Shell is a frequent guest lecturer and consumer consultant for Stout. She is the author of a recently released book entitled "Supermarket Counter Power." Mrs. Shell was graduated from New York University with a Master's degree in food and nutrition for schools and communities, and from Dubuque University with a Bachelor of Science degree in chemistry. She is a registered dietitian, and is certified to teach chemistry, mathematics and home economics in New York State. Widely known as an expert on consumer problems, Mrs. Shell served a term as director, Bureau of Consumer Services, New York City Department of Consumer Affairs, working with Bess Myerson. Her thoughts on ways consumers can increase their buying power are summarized in the following interview for the "Stout Alumnus."

Mrs. Shell, how did you become involved in consumer protection?

I decided to turn from straight education into the consumer movement because as I worked as a food editor, teacher and extension agent, I found that I really couldn't get information that allowed people to make intelligent decisions. I started to review textbooks, food pages and materials that were sent out by companies, and I found out that people are told things that were good about a product or about a recipe, but very rarely are they told about other alternatives.

As I worked, I got what I call the "either/or" complex. You tell people to use either this cut of beef or that cut of beef. That's a trap because there are other alternatives. I went into the grocery store and I looked at what they called the "special," and as I compared, I found that there were better buys.

Now, there is nothing fraudulent about this. It's a matter of interpretation. But I found that there was not enough information being given to the consumer to make intelligent decisions. People should be given enough information to decide what's best for them, meeting the pocketbook, meeting the lifestyle, meeting personal needs. And it's a matter of individual choice. In a sense, it's really being free in a democracy.

It's freedom of choice, but with insight and understanding. When you go into a store, there's a lot of choice. And if you don't know anything about a product, and you make a choice

blindly, that can be the worst choice you ever made. You should be armed with all the information, armed with all the facts you can get before you make a decision on what product to buy.

What are some of the major pitfalls that consumers fall into today?

We're too gullible. We believe everything we hear. For example, I don't think that personalities should endorse products, because we have a personality syndrome in this country. What does Madame X know about Product Y?

I think that the other pitfall that we have is that we are grabbers. We go into a store with no thought. We go in and grab off the shelf. We don't even look into the real information that is needed.

Also, we buy for obsolescence. We fall into a trap. We support a manufacturer by saying that we want the latest model. For example, I am driving a car that is 12 years old. The paint job is still good, and we have had only two major repairs on it. What we thought of was how long could we keep this car and how much it was going to cost us to maintain it. In reality, although it was more expensive to start with, we were looking for quality.

Unfortunately, people are not looking for quality in certain things. Take the clothing field, for instance. We have such an emphasis on style. Who buys a coat to last 10 years or five years?

Or let's look at the food field. In order to get your money's worth, you have to know nutrition. There is no way to make an intelligent choice if you don't. You have to know something about buymanship. Then you have to have the spirit of adventure, so that you can choose alternatives to make it in this world.

I think another very very sad fault that we have as consumers is that we are willing to accept anything that is new in the food field without question. This is frightening to me because we never ask if a product is good. I think we have to be more questioning than we are. We shouldn't let someone else determine what our lifestyle is going to be.

I think, most of all, we have to be more adventurous and we have to speak up a little more. We have to ask, "Should I really buy this," and "Do I really need it." You know we only

talk about which brand to buy. We never talk about whether we really need to buy a product at all.

When you the consumer don't pay attention to how you are spending your money and getting the most from your dollar, you are really sabotaging political democracy. Because unless you have economic democracy and unless you understand the role of money and resources in this society, you can get into real trouble.

"... I don't want merchants to confuse me when I buy, and when they do, I stop buying from them ..."

Do you feel that there is an inherent dishonesty on the part of retailers and manufacturers?

It's very hard to charge someone with being dishonest or fraudulent. I think that there is a great deal that's done to confuse people, and as a result of the confusion, the consumer does not make the best decision. For example, if you look at cheese labels, there may be an eight ounce package with eight slices in it. The same product made by the same company may be packaged with great big bold numbers and letters that say 16 slices, and then in very tiny print, 12 ounces. The information is there, but it is deceptive in the sense that it is confusing. You think you are getting a pound, and you are paying ounce for ounce more for the 16 slices that really don't add up to a pound.

I think in the advertising we have a sort of a puffery. This is where we are wrong as consumers. We allow that. I don't expect merchants to try to confuse me when I buy, and when they do, I stop buying from them. What I try to do is go to the place where the least amount of confusion exists.

I also think that all of us have to be a little more honest. We expect the manufacturers, advertisers, and merchants to give us a fair return for what we pay, and that's all I'm asking for in the consumer field. The consumer has to take a look at himself.

You also have responsibilities. When you go through a store and look at some dishes and you drop one, that's costing someone money. And the store doesn't absorb that, and the manufacturer doesn't. This expense is put on the bill for all the other consumers. When you take your child to a store and he pokes a hole in a package, the store doesn't absorb that loss. The manufacturer doesn't either. All your neighbors and friends that shop there pay for this. Now, if you steal something, no one else absorbs it either, except the consumer.

So that if I want manufacturers, storekeepers, merchants, distributors, and farmers to be honest about what they send to market, I, as a consumer, must also accept responsibility. Sometimes, because we are so alienated, frustrated and angry, we turn around and act in an irresponsible manner when we go into a store. But we lose no matter what happens.

I think the problem of pilferage is really an attitude value problem in the community. Unless we do something to reverse this, I could see putting another 10 to 15 percent increase on everything.

One person can't stop this—we all have to be responsible. I

have met some very responsible people who feel they are being ripped off every time they go to the store. They see that wholesale prices on meat have gone down, but they don't see any of this thing passed on to the consumer. They get angry. I've had some of the most responsible people say that they feel like going into a store and taking everything in sight. And I think our young specifically feel this way. Now, I can appreciate the feeling, but I cannot justify the action.

You work with a number of different consumer products, but you do place a heavy emphasis on food buying. Is there a particular reason for that?

I think the reason that I do this is that food is so essential to everyone, but particularly for the people on a limited income. Many families on a limited income are spending 37 to 50 percent of their money on food. Also, I think of food as being more than something you stuff into your mouth. It is there for health; it is there for fellowship; it is there for esthetic reasons; it is there for taste.

For four years, I worked in very low-income areas where a decision on what was spent on food meant the difference between survival and disaster. I also found that food cost was the most common but least expressed complaint until food prices started going up.

What happened when the meat boycott came along last year was that it affected the middle class; it affected the people with more money and they became vocal, because the meat boycott was really sponsored in a sense by the wives of executives. The meat boycott did not come from the low-income people, nor the blue-collar workers. It came from the people who are more privileged.

I am concerned about food buying because eating is something you do three times a day and you are spending from day to day for this. Furthermore, I feel that nutrition is so important. Most of the major studies show that regardless of income bracket, we are worse fed today than we were 10 years ago.

Now there is sort of an irony there. We're getting more protein, we're getting more of most of the nutrients, but we

"... if we would enforce laws on the books, we would bring down prices 15 to 20 percent ..."

are also getting more junk food, so we are increasing the amount of sugar, the amount of additives, and we're cutting out some of the nutrients that we would have gotten naturally in other foods.

I am against the whole concept of certain junk food, not because it is bad in itself, but because it pushes out the good things in a diet. If a child is drinking one of these instant drinks where you add sugar, you're usually pushing out juice from the diet, or removing it because the child becomes filled on this; and you are removing milk.

By the way, studies will tell you that regardless of income, people apparently are willing to pick up worse food habits rather than better habits. This is the main reason why I went into the food field.



You make the point that selectivity on the part of the consumer is extremely important. Why don't people buy more selectively than they do?

I think part of it is that we have a lot of money around; the so-called "affluence" of society. Secondly, we get the most advertising for food with the lowest nutritional value.

Take a look. The sugared cereals get more ads than something like plain old oatmeal. The soft drinks get an awful lot compared to milk and fruit juices. So there is sort of a contradiction. These manufacturers keep telling us that they are interested in our good health and the welfare of the nation. But we keep pushing more and more of these really unneeded foods.

Some people say you have to have a freedom of choice in the market. My answer to that is baloney. We need a freedom of choice, but we need a choice of things that are good for us, not things that are detrimental.

Not long ago, my husband and I made an educational tour with teachers in Russia. The children were begging chewing gum on the streets, which is not approved of. I asked why they wanted chewing gum, and they told me because it is not allowed in Russia. It is detrimental to the teeth. While I'm not proposing a ban on chewing gum in the United States, I do think we need a little soul-searching to get away from the product.

This would be something we all could look at very seriously. I think that advertising to children has to be cleaned up, and we may have to take the route of Canada. I would rather that it be done on a voluntary basis, that the companies and advertising agencies would accept this responsibility. But if they are not going to, then we will have to go the way Canada did and say okay, it's a law now.

By the way, I do not personally encourage this kind of legislation. I think that it's sad that in a free society that we can't resolve these things without putting on another layer of law. On the other hand, if we can't act responsibly, then we need in a sense someone who steps in and says okay, this is the decision we have to make. It's like arbitrary negotiation, I guess. You have two parties that don't agree, and the third party steps in.

Are existing laws sufficient?

Some well-respected economists that I know say that if we would just enforce the laws on the books, the anti-trust laws, which were really designed to protect free enterprise, we could bring down prices across the board in almost every field, anywhere from 10 to 15 percent.

You mention marketing techniques that are used obviously to increase the profits of someone. Who gets the profits from these techniques?

I know the consumer isn't profiting. Being here in the Midwest and knowing personally some of the farmers, I don't think you can say the farmers are getting the profit. I think it's falling some place in the middle. I think the consumer and the farmer should get together and form a coalition. They should start looking at the middle, instead of fighting each other.

Here's a Great Way to Earn Summer Credit

Building a cabin in the north woods was the object of two special classes this past summer at Stout. Through the courses, students studied methods of light building construction and the University of Wisconsin System received a brand new cabin at its Pigeon Lake field station near Drummond.

One two-credit course involved construction of the walls, floor and roof of the building in one of the University's building construction laboratories. Then, the parts of the structure were trucked to northern Wisconsin where students received two additional credits for erecting them.

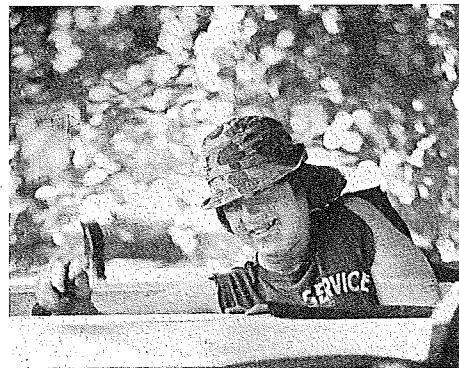
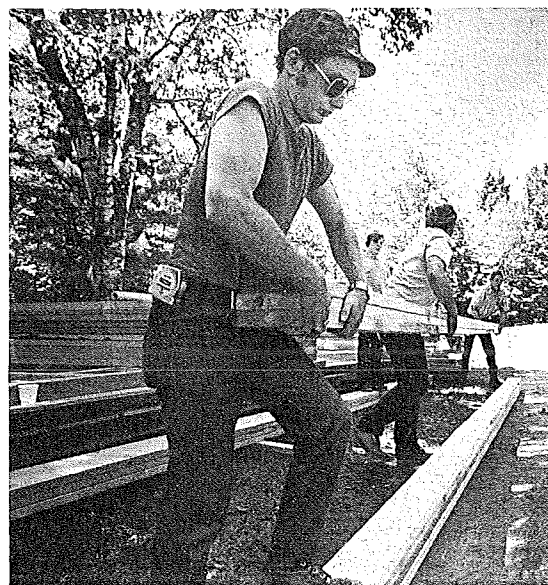
Frank Pershern, instructor in the courses, said students received several advantages through the project. "Here is an opportunity for students to obtain a good practical experience in construction, gain in knowledge of the technical phases of light building construction, earn credit towards graduation, plus enjoy some living in the north woods," Pershern stated.

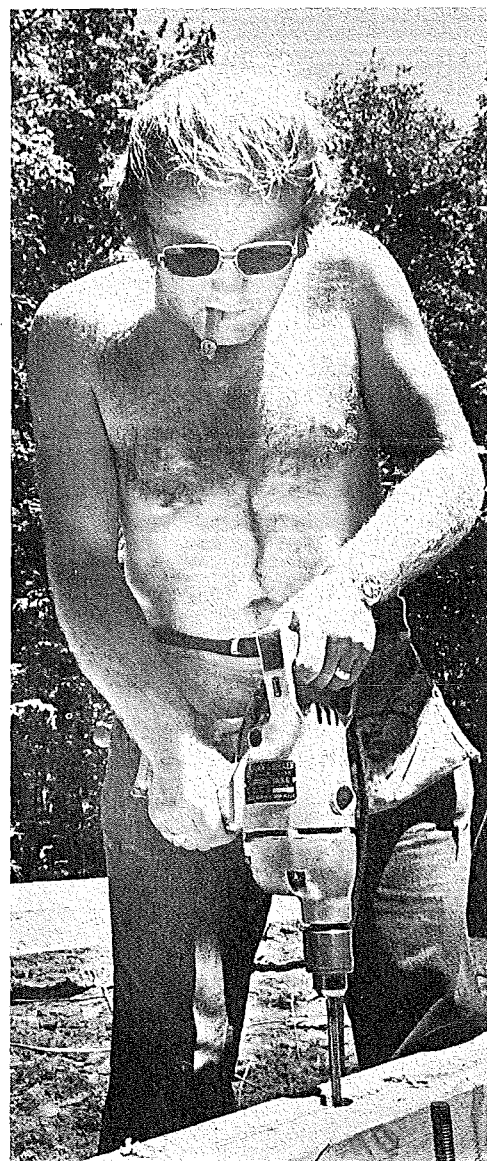
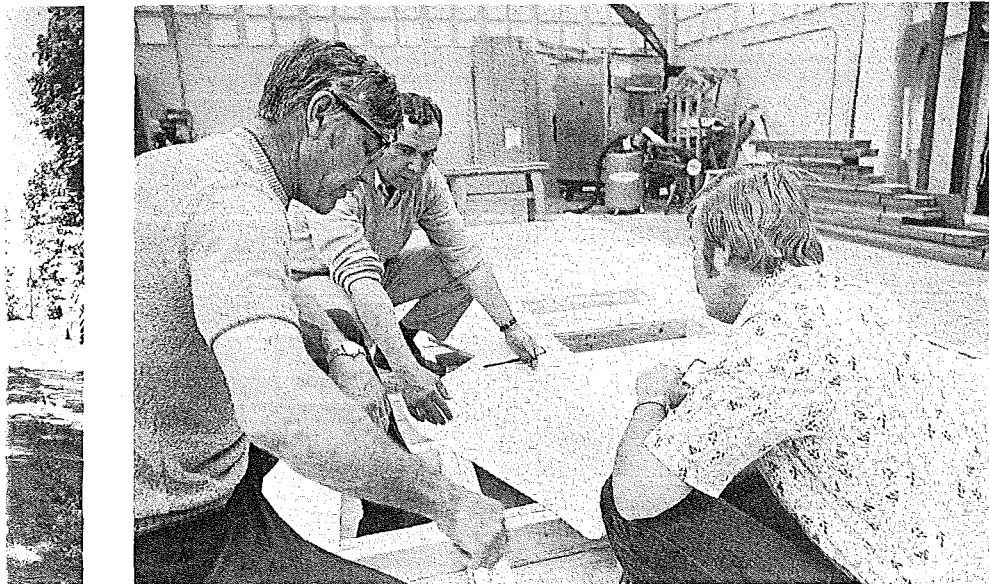
Pershern noted that the project taught students aspects of light building construction such as working with materials, following a blueprint, solving problems and learning to work with others. However, he said the project was a source of added pride for students because the building they worked on will be used for years to come. "Students say that it is nice to be working on something that is going to be lasting for a long time," Pershern said, explaining that laboratory building projects are ordinarily torn down at the end of the semester.

He said he hopes that this might serve as a pilot for future activities, in which additional cabins are built for Pigeon Lake.

The 22 by 23 foot structure was originally designed as a single family cabin, but it was modified for use as a dormitory to house students enrolled in educational programs at Pigeon Lake. Pershern estimates it will sleep about 16 people.

Since the structure is erected on federal land, it had to be built to meet specifications of the Wisconsin Department of Natural Resources. For example, overall color had to blend with the landscape and the unit had to be structurally sound to last for some time.





Class Notes

1925-1963

DELPHA HANSON CARSON '25, Fairfax, Minn., is still active in the field of nutrition. She is a consultant dietitian at the Fairfax Nursing Home and at the Divine Providence Home in Sleepy Eye.

ERNEST A. MULLER '31, Columbia, S.C., is employed as state supervisor, facilities and equipment, with the South Carolina State Department of Education.

STAN FOX '38, is a corporate facilities engineer with Jostens, Inc. He resides with his wife RUTH (GOOD) '38, in Burnsville, Minn.

Recently completing her Master's degree in home economics education at UW-Madison is NONA LANDT CRIST '43. She teaches at Madison's Van Hise Middle School.

RUDY WEGNER BS '46, MS '51, Milwaukee, is a guidance counselor at Fritsche Junior High. His wife ARDIS (CYR) '46 teaches home economics at Cudahy East Junior High.

HOMER SETTLES '50, Bowling Green, Ohio, has retired, due to disability.

HARRY HILL MS '57, New Berlin, is an automotive instructor with the Milwaukee Area Technical College, West Allis campus. He has recently authored a textbook entitled "Automotive Service and Repair Tools," which was published by the Delmar Company of Albany, N.Y.

JAMES LEVENDOSKE '60, Beaver Dam, is the head of the specification section at Metalfab, Inc.

BARBARA CLIVER BRIGHTSMAN '63, Marshfield, recently received her Master's degree from UW-Stevens Point.

ROBERT JANECKO '63, Macomb, Ill., has been promoted to associate professor of industrial education and technology at Western Illinois University. His wife CHARLOTTE (NEHRING) '65 teaches sewing at Spoon River College.

An employee of Johnson Service Company in Milwaukee, JOHN MEYER '63 is an instructor in the company schools, teaching products to customers as well as the company's own sales and application personnel.

After serving as chairman of the Oshkosh area public schools' home economics area for six years, JOYCE BISBEE '63 has a new job—fulfilling her life-long ambition. She is manager of educational relations at the J.C. Penney Company in New York City. The program she heads focuses on consumer education.

1964-1967

Promoted to plant production manager of International Paper Company at Fond du Lac is WILLIAM HAASE '64.

UW-Extension home economist for Washington County, JOYCE ALBRECHT BS '64, MS '73, West Bend, has been promoted to the academic rank of assistant professor.

LORETTA LEWIS GROBE '64, Mason, Mich., is a visiting lecturer for occupational education programs, School of Education,

University of Michigan. She also teaches in the community schools in Ann Arbor.

LOU ANN ISENBURG DONAHUE '64, Arlington Heights, Ill., has recently been elected vice-president of the North Suburban Chicago Home Economists in Home-making Club.

HOLLY L. SHRANK BS '64, MS '65, West Allis, is the youngest associate professor at Michigan State University. She is in the College of Human Ecology.

HAROLD THOMAS BS '65, MS '71, Beloit, has recently been accepted into the American Society of Safety Engineers.

THOMAS HOGAN BS '66, MS '71, Neenah, is vocational education coordinator for CESA No. 8.

MARGARET WARD '66, Greensboro, N.C., employed with Southern Furniture Manufacturing Association, has been appointed Mid-Eastern regional advisor for Home Economics in Business.

CATHY DE VRIES KEISLER BS '66, MS '69, Greendale, is a fashion and design instructor at Mount Mary College, Milwaukee.

RONALD W. HULL '66 recently received a Doctor of Education degree from West Virginia University at Morgantown.

LEE KORNELY BS '67, MS '68, Beaver Dam, is employed by the Wisconsin Division of Correction as an instructor at the Fox Lake Correctional Institution.

RONALD VAN ROOYEN BS '67, MS '69, Sheboygan, has been named executive director of the Rehabilitation Center of Sheboygan, Inc.

1968-1970

Lt. GEORGE R. YOUNT '68, U.S. Navy, is attending the Naval Postgraduate School in Monterey, Calif., pursuing a degree in engineering science.

RENTZELL D. CLEAVELAND JR. '69, Burnsville, Minn., is employed as director of Student Services at Metropolitan Community College, Minneapolis.

MICHAEL BERG '69, Hudson, Mass., is a quality engineer for General Radio Company.

KENT OBERT '70, Holmen, teaches in the food service management program at Western Wisconsin Technical Institute, La Crosse.

KAREN FALK BAUMANN '70, Plymouth, is a clothing instructor at Lakeshore Technical Institute.

A senior buyer for Super Steel Products of Milwaukee is DAVID MUNSON '70.

CARL STEINKE JR. '70, Brookfield, has a new position at General Electric Medical Systems Division. He is a programmer in the Business Information Systems Department.

WILLIAM A. PERLEBERG BS '70, MS '71, Golden, Colo., is employed as an industrial arts instructor at Jefferson County Public Schools.

The Stout Alumnus

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Jack Wile Alumni Director
John K. Enger Editor
Judy Olson Ass't to the Editor

DAWN E. CARLSON '70, Washington, D.C., has been promoted to captain in the U.S. Army. She is a dietitian at Walter Reed Army Medical Center.

Employed as a production engineer for Sperry Univac in Clearwater, Fla., is DAVID C. RAPRAGER '70. He resides with his wife KLAUDIA (SCHROEDER) '70 in Temple Terrace, Fla.

1971-1972

JOHN and JOE GINDELE MS '71 teach industrial arts in Robbinsdale, Minn., schools. They have written and published 14 books and are part owners of Hydro Engineering Corporation.

JACK VAN ERT '71, Pewaukee, has just returned from a two-year tour with the Peace Corps in Zaire (formerly the Belgian Congo), Africa, where he trained natives to maintain and operate their own heavy construction equipment.

MICHAEL DURLEY '71, Webster, N.Y., is employed as an associate industrial engineer at Xerox Corporation, Rochester, N.Y.

DOUGLAS ROSEMARK '71, a flight instructor at Corpus Christi Naval Air Station, was recently promoted to the rank of Lt. jg. He has also earned the title of aircraft commander.

BONNIE WHITFIELD BUSH '71, Chaska, Minn., teaches junior high home economics in the Minneapolis Public Schools.

As Steuben County 4-H agent, MARY C. BIBEAU '72, Bath, N.Y., directed a two-week 4-H camp for nearly 200.

SUZANNE GOETZ '72, St. Paul, recently accepted employment with the Minnesota State Department of Education—Child Nutrition as a dietitian.

MARY ANN KLEMAN '72 received her Master's degree in nutrition education at Indiana University. She is employed at Purdue University in Lafayette.

GERALD SINZ '72, Edgar, is teaching industrial arts and mathematics at Edgar High. He also coaches football and is assistant basketball coach.

MARGARET BERGER BRUNN '72 is an instructor in the child care assistant program at the Eau Claire Vocational-Technical Institute. Formerly of Elk Mound, she now resides with her husband Gregg in Eau Claire.

PAT PHALEN '72 operated the Lakeside Park Marina concession building this past summer in Fond du Lac. He is also public relations officer and manager of UW-Center's basketball team at Fond du Lac.

DEAN '72 and PAT FOX ZIEGENBEIN '72 are at home in Janesville. He is a sales engineer for Fairbanks-Morse Colt Industries. She is employed by UW-Extension as a 4-H and youth agent for Rock County.

1973

CARL CIHLAR MS, Arpin, is employed by the state of Wisconsin as a vocational rehabilitation counselor.

KENT LARSON, Green Bay, is employed with George M. Hougard and Sons, Inc.

DOUGLAS A. WEISS, Plub City, is employed as a manufacturing engineer at 3M's Data Recording Products Division, Roseville, Minn.

Torrey's Furniture Clinic, Inc., a professional woodworking and finishing company, Poplar, is owned and operated by **TORREY JOHNSON**.

MARY BAKER WARNKE is teacher and director of the new Child Care Center in Minocqua.

CHARLES KRAEMER is manager of the new Wisconsin Dells Western Federal Savings and Loan Association. His wife **KATHRYN** is a kindergarten teacher at Westside School in Mauston.

MICHAEL CONWILL, Kenosha, is a quality control inspector at American Motors.

RICH DOPSON is a school psychologist with the Marshfield Public Schools where he resides.

LORRAINE SPEARS, Drummond, is in her second year of teaching home economics in the Hurley Public School System.

SHARON ANN WALTERS WELHOUSE is teaching home economics at Washington High School in Two Rivers.

DIANE MAGANEC is teacher-coordinator of work experience for handicapped students at Chicago Lakes area schools, Chicago, Minn.

DIANE JACKMAN, Platteville, is teaching at Beaver Dam Senior High School.

CAN KIM LE BOTTS is a programmer for Honeywell in the Twin Cities. The couple resides in Plymouth, Minn.

ALICE VAVRA HEIDEN is teaching special education at Cadott High School.

1974

JAMES SCHUHARDO is employed by Hormel Company in Madison in the area of sales.

PAMELA HUSEBYE, Eau Claire, has accepted a position of instructor/coordinator of the new distributive education program at Marshfield High School.

A member of the National Amateur Basketball Championship team, **MEL COLEMAN MS**, Minneapolis, received the "most valuable" player award in 1974.

VICTORIA BANASIK is a home economics instructor and food service coordinator at New London Senior High.

Beginning a fashion career as a management trainee for the H.C. Prange Company in Wausau is **MARY SROKA**.

HOWARD WEBER, Doylestown, Pa., is employed at Conti's Cross Keys Inn as a management trainee.

NANCY BOJAR, Green Bay, is an assistant food supervisor at Purdue University, West Lafayette, Ind.

DENNIS HUNCHAR is employed as a production engineer at General Mills, Inc. He resides in St. Charles, Ill.

PAUL LUTZKE is teaching industrial arts at Eisenhower High School, New Berlin.

Working as an area supervisor in General Electric's manufacturing management program is **ROBERT PERLOCK** Shelbyville, Ind.

DANIEL STREHLAU is teaching industrial arts at Ondessagon High School in Ashland. He is also safety director there.

ALAN RIDGEWAY JR., Old Greenwich, Conn., is teaching a new industrial arts program at Mamaroneck High School, Mamaroneck, N.Y.

Teaching at Stevens Point Senior High School is **CHARLES S. WALTER** of Hartford.

SHARON RICTCHEY, Troy Center, is serving her dietetic internship at Cincinnati General Hospital.

THOMAS HALEY MS is a vocational evaluator for Threshold and Berks County, Inc., Reading, Pa.

JUDY FREUND is teaching home economics to special education students at Joliet Township High School—Central campus, Joliet, Ill.

KENT SCHUMACHER has accepted a position as quality assurance technician with Giddings and Lewis in Fond du Lac.

A hotel and restaurant management major, **CONNIE J. BRAEGER**, Hopkins, Minn., is employed by the Leamington Hotel in downtown Minneapolis.

JOHN NICHOLSON is employed by Adeco Manufacturing in St. Paul.

At home in Madison is **MARY LYNN HAMER**, formerly of Sheboygan. She is an area managers trainee with the H.C. Prange Company, Madison.

LUCI WAGNER, West Bend, is teaching home economics at Minocqua Junior High School.

Employed as a food service supervisor at Walker Methodist Residence in Minneapolis is **SUE TOLLEFSRUD**. A dietetics major, she is also receiving training in that area.

MARTHA ELLEN TIMMERMAN, Roberts, has been commissioned a second lieutenant in the U.S. Marine Corps. She is attending basic training at the Marine base in Quantico, Va.

Little Devils

1967-1969

An adopted daughter, **Gretchen Ann**, Dec. 11, 1973, by **MELVIN '67** and **LORRIE MAHLOCH FREE '69**, Kenosha.

A second son, **Anthony Patrick**, Mar. 20, to **Richard** and **KATHLEEN RUMOCKI MATTER '67**, Elk Mound.

A daughter, **Danielle Elaine**, Mar. 2, to **Joseph** and **LINDA KOELLING BABINEAUX '68**, New Iberia, La.

A son, **Shawn Edward**, Jan. 13, to **JOHN '68** and **MARILYN MILLER STREIF '65**, Altoona. He is an industrial arts teacher there.

A daughter, **Anne Elizabeth**, June 30, to **NICHOLS '69** and **MARY POLASKY RASSBACH '69**, Colfax.

A son, **Jason**, May 15, to **Gerald** and **SUSAN DEZIEL DEKEUSTER '69** in St. Paul.

A second son, **Shawn Robert**, June 21 to **MIKE '69** and **FAITH GURN BOYER '69**. He is senior vocational evaluator at E.J. Meyer Hospital in Buffalo, N.Y.

Twin sons, **Chad William** and **Brad Dawson**, Mar. 26, to **Dayton** and **PATRICIA GENSKEW HOUGAARD '69**, New London.

A daughter, **Heather Barbara**, July 14, 1973, to **RICHARD MS '69** and **NANCY**



Stout's Chancellor Robert S. Swanson (center) extends congratulations to the two distinguished alumni honored during spring commencement ceremonies. Receiving the citation is G. Harold Silvius, Detroit; and Mrs. Helen Taylor Siever, St. Louis. Silvius has given some 45 years to the industrial arts profession as a teacher, administrator and author. Mrs. Siever has held a number of key positions in business and industry. Some 770 persons received degrees at the ceremonies.

KOREN ERICKSON '69, Dunlap, Ill. He is director of vocational evaluation services for the Institute of Physical Medicine and Rehabilitation in Peoria. He is also current state president and Great Lakes regional representative of the Vocational Evaluation and Work Adjustment Association (VEWWAA). She manages her own needle-point company which produces designs for children and is a member of the Board of Trustees of Lakeview Center Museum of Arts and Sciences.

1970-1972

A son, Michael Alan, July 4, to Larry and RUTH KOEHL HARTTER '70, Rochester, Mich.

A daughter, Denise Phyllis, Apr. 20, to LeRoy and ALBERTA BREUER PFAFF '70, Dayton, Ohio.

A daughter, June 18, to Mr. and Mrs. CLARK A. BUCHANAN '70, Markesan.

A second son, Daniel Edward, June 9, to ROGER '70 and MARGARET GREGORY KROES '70, Westville, Ind.

A daughter, Jennifer Lynn, Mar. 8, to PATRICK BS '70, MS '70, and SUE DONNELLY SCHNEIDER '69. He is an audio-visual production coordinator for Dayton's in Minneapolis.

A daughter, Sarah Lynn, Mar. 15, to Mr. and Mrs. RICHARD HONES '71, Clear Lake. He is plant superintendent for Land O' Lakes.

A daughter, Myleen Stacy, June 12, to JOE '71 and CAROL BRUESEWITZ RICHARDSON '71, Urbana, Ill. He is an industrial arts teacher at Urbana Senior High School.

A son, Jeffrey Richard, June 17, to Richard and LYNN BENDER HEIL '71, Schofield. A former full-time teacher of home economics, she is now a substitute teacher.

A daughter, Maria Christine, Oct. 7, 1973, to William and ANNA KOCH CROWNHART '71, Jefferson.

A son, Jayson Ernest, May 10, to Brad and JO ANNE MERRITT NILSSEN '71, Menomonie. She is a home economics teacher and does substitute teaching in the area.

A daughter, Lisa Jean, Mar. 1, to Bill and EILEEN SIMMONS SWAENEPOEL, '72, Oshkosh.

A daughter, Jill Lee, May 9, to Mr. and Mrs. RICHARD COSTERISAN '72, Janesville.

Deaths

RUTH GRIDLEY BERG '16, Menomonie, Apr. 16.

ANTOINETTE TURNER BROWN '18, 76, June 22, at Baptist Hospital in New Orleans. Survived by her husband Bruce and two children.

MABEL ROGERS HUGGINS '22, Sept. 6, 1973, in Lakeland, Fla.

MARGARET M. PEERY LEWIS '51, May 30, in Marshfield.

DAVID ANDERSON '73, 24, Fall Creek, July 18, at Luther Hospital in Eau Claire after a short illness. Survived by his parents, six sisters and two brothers.

Marriages

1966-1971

Patricia Buss to ROBERT BAROFSKY '66, July 6, in Beaver Dam. He teaches in the Milwaukee area.

LANA LAWRENZ '69 to Harlan Anderson, May 25, in Rankin. At home in New Auburn.

Deborah Dawson to GARY KRUEGER '69, May 18, in Wausau. He is employed by American Can in Menasha. They reside in Appleton.

Joan List to DENNIS KLAUITER '70, May 25, in Ladysmith. At home in Schofield where the groom is employed at Drott Manufacturing.

CATHERINE WERTSCHNIG '70 to Robert Lawton, July 3, in Watertown. She is manager of Mary Lester Fabrics in Menomonee Falls.

ROSEMARY RIEDL '70 to Robert Kishel, June, in Cassville. She is a teacher in the Gilbert School District. At home at Minot AFB, North Dakota.

VIRGENE REISE '70 to Jeffrey Carlson, May 4, in Roseville, Minn., where the couple resides. She is assistant manager of Young Quinlan, St. Paul.

LYNN MC CLAIN '71 to ROBERT AGITZ BS '71, MS '72, June 22, in Ashland. At home in Appleton.

Susan Frei to JAMES PAGELS '71, May 18, in Sunsites, Ariz. At home in Tucson where the groom is employed at Balkow Printing.

LEAH LAMPRECHT '71 to JAMES FOWBLE '73, June 24, 1973. He teaches industrial arts in Lackey High School in Charles County. At home in Oxon Hill, Md.

LINDA HOLMES '71 to Ronald R. Wendt, July 20, in Portage.

Patricia Lerch to EDWARD HESS '71, June 8, in Rothschild. At home in Butternut where the groom teaches high school industrial arts and driver education.

1972

PAULETTE OPSAL to Phillip Emberson, July 21, 1973. At home in Waunakee where she teaches home economics at Waunakee High School.

ANITA OLSON to ROBERT DAMON '71, June 22, in Black River Falls. At home in Appleton where the groom is an instructor at the Fox Valley Technical Institute.

Deborah Forbes to DONALD SWANSON, Apr. 20, in Buchanan, Mich. At home in Niles, Mich., where the groom is employed at the Kawneer Company.

Judy Jonen to JOHN RADEMACHER, Apr. 20, in Menomonee Falls. At home in Wauwatosa where the groom is employed at Superior Steel Die Set Corporation.

LONA JEAN HOLSEN to THOMAS KLUGE, June 22, in Kohler. At home in St. Paul.

MAUREEN PETERSON to MICHAEL PAQUE '71, Nov. 17, in Stillwater, Minn. She teaches home economics at Baldwin-Woodville High School, and he is a technical service representative for Kroy Industries in Stillwater where the couple resides.

MARY SUE WOODARD to RICHARD FENNER '74, June 16, at Voyager Village near Danbury. The bride is employed by Chapman's Department Store in Milwaukee, and the groom is an architect in Milwaukee where they reside.

BRENDA BLENKER to James F. Brooks, Feb. 9, in Waukesha. At home in Brookfield.

1973

Janet Oeldrich to THOMAS JONES, June 29, in Pewaukee. At home in Chicago.

VICTORIA SANDIN to JAMES R. STROSHANE, June 16. He is teaching industrial arts at Lake Mills.

PATRICIA BASTA to Michael Stankowski, June 8, in Wausau. At home in Elnora, N.Y.

DONNA SPAETH to Douglas Robertson, Dec. 29, in Stanley. At home in Eau Claire.

Patricia Weber to JOHN OSMANSKI, June 29, in Chippewa Falls. At home in Denver where the groom is an account executive for the Denver Hilton.

Jeananne Greenwood to GERALD VANDERLOOP, June 20, in Freedom. He is employed by Vanderloop Implement in Dundas. At home in Kaukauna.

JOYCE VANDERHOOF to RICHARD HILDEBRAND, July. He is an industrial arts teacher at Oak Creek High School.

Joni Verdegan to JOHN PAGEL, June 29, in Kewaunee. At home in Oshkosh.

KATHLEEN BROST to David Kaun, June 22, in Reedsburg. At home in Milwaukee.

Kathleen Reineman to RONALD JOHNSON, July 6. The groom is employed by Northstar Computer Forms in Minneapolis where the couple resides.

PHYLLIS JONES to M. JOHN HINES, Sept. 1, 1973. At home in Bloomington, Minn.

Janelle Ruhland to DUANE ELLER, June 8, in Sauk City. The groom is an industrial arts instructor at Whitewater High School.

Jeanne Wall to WAYNE KAMINSKE, May 4, in Weyauwega. The groom is employed at Grossman's in Oshkosh.

SUSAN CROPP to David Thomas, June 8, in Menomonie. At home in Kenosha.

KAREN SCHULTZ to RICHARD MC DOWELL '74, May 19, in Colby. He is an associate industrial engineer at Control Data in Minnesota. At home in Edina, Minn.

DEBORAH WERTH to Todd Hammond, May 4, in Fairwater. At home in Menomonie.

1974

ROBIN SANDERS to TED KLINE, May 25, in Mizpah, Minn. At home in Des Moines where the groom is employed as a rehabilitation counselor for the state of Iowa.

NANCY MINTON to DAVID STOINSKI '72, June 8, in Menasha. He is employed by the Waseca County Vocational Center, Waseca, Minn.

JANICE BOEDER to Bernard Forschler, June 1, in La Crosse. At home in Tomah.

Lynn Hunsbuscher to BRUCE LUTZ, May 25, in Antigo. At home in Menomonie where the groom is continuing his education at Stout, and the bride is also a university student.

BARBARA COOK to MICHAEL LEIS, June 22, in Viroqua. At home in Dubuque, Ia., where the groom is a foreman at John Deere Tractor Works.

Eva Jane Sjoberg to BRUCE RADLOFF, June 1, in Wausau. He is employed as a cost and scheduling engineer with Fluor Engineers, Los Angeles.

FRANCES KOKALY to JOHN POLACEK '72, June 8, in Bakerville. She is teaching home economics at the Brown Deer High School. He is an industrial engineer with Eaton Corporation in West Allis. At home in Greenfield.

JANET HILTON to ARNOLD OSWALD '73, June 22, in Milton. At home in Menomonie where the groom is employed by Riverview Ag Service.

Lynn Spear to PAUL SCHMIDT, May 25, in Waukesha.

CHERYL MEISNER to DAVID CASTNER BS '72, MS '74, May 18, in Green Bay. He is a teacher and counselor at Lakeshore Technical Institute at Sheboygan where the couple resides.

NANCY ROMAN to Gary R. Mintz, Aug. 3. The bride teaches home economics at Cudahy Senior High School. At home in Milwaukee.

PATRICIA BECKER to Neal James, June 29, in Pardeeville where the couple resides.

CONNIE LPAK to DENNIS JANSSEN, June 29, in Wausau. She is employed by the Montello School System, and he is employed at Kohl's of Madison. At home in Madison.

Campus Notes

The retirement of seven staff members at Stout was recently announced. Among them are George Soderberg, Materials and Processes (29 years of service at Stout); K. T. Olsen, Materials and Processes (27 years); E. J. Schoepp, Administrative Services (26 years); Alyce Vanek, Art (20 years); Dorothy Clure, Habitational Resources (18 years); Mary Frances Cutnaw, Speech (17 years); and Ralph Callender, Business and Industrial Management (8 years).

Stout has become the first university in Wisconsin designated a "Leadership Training Institution" by the U.S. Office of Education. The designation permits a program which gives participants stipends as high as \$4,200 per year, plus free tuition and additional allowances for dependents.

Purpose of the designation is to provide advance level graduate and postgraduate education for personnel in vocational schools and high schools with voactional education programs. However, it is open to all teachers and

People You Know

Attending the 50-year reunion in June were Stella Timbers Blessington, Dr. Clarence Buckley, Alma Haase, Una Mae Krebs Hansen, Ruth Grundgriper Patterson and Frances Nickel Schneider of Menomonie; Lawrence and Edna Degner Blume of Neenah; Eldon M. Cady of Pittsburgh; Kenneth Clark, Southfield, Mich.; John E. Dahl, Ely, Minn.; Hilmer and Alma Smith Gallatin, Milwaukee; Earland E. Graves, Minneapolis; General and Gertrude Lange Lynde, Falls Church, Va.; Louis H. Rogge, Louisville, Ky.; Harvard C. Smith, Kenosha; Rudolph and Marguerite Mowers Vesperman, Eau Claire; and

Harvey Bergner of Madison.

Gary Cogley '71 and his band will provide music for entertainment and dancing at the annual Alumni Reunion Banquet during Homecoming at Stout on Saturday, Oct. 12.

Summer visitors to the Alumni office included Mrs. Edna Voigt Wolfe BS '38, MS '54 from Wichita Falls, Tex.; John '59 and Helen Harry Kleven '56 and their three children from Akron, Pa.; and Fred BS '68, MS '69 and Karen Larsen Brinkman '69 from Wisconsin Rapids.

Sid Heath '30 would like to hear from some 1929 to 1932 FOB's. He lives in Wells, Minn. 56097.

1974-75 BASKET BALL SCHEDULE

Nov. 23 Bethel*
Nov. 30 Minnesota Morris
Dec. 3 Winona*
Dec. 7 La Crosse
Dec. 9 Montana State
Dec. 10 Eastern Montana
Dec. 14 River Falls
Dec. 27 Stevens Point Tourney
Dec. 28 Stevens Point Tourney
Jan. 4 St. Cloud*
Jan. 7 Loras
Jan. 13 Eau Claire
Jan. 17 Stevens Point*

Jan. 18 Oshkosh*
Jan. 21 River Falls*
Jan. 24 Whitewater
Jan. 25 Platteville
Jan. 29 Superior*
Feb. 1 La Crosse*
Feb. 7 Stevens Point
Feb. 8 Oshkosh
Feb. 14 Whitewater*
Feb. 15 Platteville*
Feb. 19 Superior
Feb. 22 Eau Claire*

*Home Games (Begin at 8 p.m.)

administrators in academic areas that relate to vocational education.

Stout is one of 28 institutions in the United States authorized for such training, which carries a stipend of \$3,500 for the academic year, plus \$700 for the summer session. In addition, participants can receive \$400 per dependent for the academic year and \$100 for summer session.

Funding for the project is being made available as part of the Education Professions Development Act. Each state is allocated a certain number of scholarships based on population, but persons applying for the program may indicate a choice of any of the 28 qualified universities.

Applications should be made to the State Director of Vocational Education. Additional information can be obtained by writing Harold Halfin, director of the project at Stout.

A Master of Science degree in occupational and industrial safety has been approved for Stout by the University of Wisconsin System Board of Regents. The new program is expected to fill a substantial need for persons qualified in safety coordination and administration.

Stout has already gained a state and regional reputation for its undergraduate minor in safety, which has been offered for a number of years.

Wesley Face, vice-chancellor at Stout, said a steering committee is being formed with personnel from Stout and UW-Whitewater, where a Master of Science degree in traffic safety has been approved. The committee is designed to provide coordination between the two programs and to avoid unwarranted duplication of offerings.

Sprucing Up the Tower

The Stout clock tower received a face lift recently, and some long-time residents were evicted. Perched on scaffolding high above the ground, workmen scraped, hammered and chiseled at bricks and mortar which needed repair. The work was part of a general maintenance project on the 78-year-old campus landmark.

Included in the project was the removal of a clan of pigeons and the mess they have created over the years. Screens were then erected to ensure permanent eviction of the birds, which have been a chronic problem for the tower since it was built.

Other work included masonry repair, tuck pointing, cleaning and related work. Some of the bricks were replaced with face brick designed to match the original structure. Because of the historical significance of the tower, special care was exercised to preserve its original form.

Much of the work was performed by H-Lo Service Company of Wausau. The total cost of the project was \$9,600.



Stout ALUMNUS

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